In my MGMT 335: Launching New Venture course, I want students to use AI as I believe it aligns with the objective of career-readiness. I also want students to question “how” and “why” AI generates its outputs. My objective is for students to use AI to augment human-centric processes, ultimately enhancing human performance, rather than automate human processes altogether, and thereby render themselves less ready and necessary for their subsequent careers.

I intend to add an entire day in Week 3 of the quarter entitled: “AI as a Co-Founder.” On this day, I intend to do the following:

* Assign a podcast / reading(s) before class in which a start-up founder(s) discusses how they use AI (and how they don’t use AI) in their start-up operations.
* Begin class with a broad discussion of the case and the readings.
* Identify ways in which start-ups use AI well, and ways in which AI may fall short for start-ups (this discussion will aim to contextualize AI and allow students to see the importance of questioning AI outputs critically).
* Discuss ways students may use AI in their own start-up projects over the course of the term (here, students can discuss in their project teams and share with the class). For each idea, we will conduct a sample prompt in class, evaluate the outputs, and brainstorm ways to improve the interaction with AI.
* Students, in their groups, will develop a plan for how they will use AI as a valid co-founder of their startup. The students will name their AI agent and describe how they plan to use it as a member of the team over the course of the quarter. They will submit their one-page AI use plan to Canvas. As part of this assignment, they will also describe their own roles on the team. It is my hope that students will use this assignment not only to describe their individual roles and skills, but also their conjoined role in critically assessing the AI agent.
* Finally, I will slightly amend existing assignments. For each of the projects, in addition to detailing the human team members’ contributions on the final page of the write-ups, I will also have the students detail the AI’s contribution.